

**Amendments to the Claims:**

1. (Currently Amended) A system for providing content for distribution over channels to a plurality of different types of terminals, said system comprising:

    a content object including ~~the original content in a first format~~ to be provided over the channels;

    a plurality of rule objects to apply rules to said content object to prepare the content in a first way both for communication over an Internet channel to an Internet terminal and for publication by the Internet terminal connected to the Internet channel, and prepare the content in a second way for both for communication over a non-Internet channel to a non-Internet terminal and for publication by the non-Internet terminal connected to the non-Internet channel, wherein the content is prepared in the first way and the second way such that the ~~original content~~ remains the same or substantially the same ~~as its original form, but is formatted into at least a second format for publication over different said terminals;~~

    at least one container object to receive said content object and template the prepared content to meet a certain publishing environment specified by a publisher of the content; and

    a communication system for communicating the prepared and template content objects over the Internet and non-Internet channels to the Internet and non-Internet terminals connected thereto.

2. (Previously Presented) The system according to claim 1, wherein the non-Internet channels include at least one of a video channel or a print channel.

3. (Canceled).

4. (Previously Presented) The system according to claim 1, wherein said content object includes more than one of the following:

    text, graphics, image, video or sound content

5. (Original) The system according to claim 1, wherein each rule object includes at least one rule distinct from other rule objects.

6. (Original) The system according to claim 5, wherein the at least one distinct rule is based on a specific channel for which the associated rule object is associated.

7. (Original) The system according to claim 5, wherein the at least one distinct rule is based on a specific terminal for which the associated rule object is associated.

8. (Previously Presented) The system according to claim 5, further comprising a channel object to receive said content object as prepared by said container object.

9. (Previously Presented) The system according to claim 8, wherein said channel object defines a channel of distribution.

10. (Previously Presented) The system according to claim 8, wherein said channel object includes at least one of the following channels:

Internet, wireless, cellular, or satellite.

11. (Previously Presented) The system according to claim 8, wherein the at least one rule defines a process for which said content object is subject to for distribution over a particular channel.

12. (Original) The system according to claim 11, wherein the process includes reducing the amount of data to be distributed.

13. (Previously Presented) The system according to claim 11, wherein the particular channel is predetermined by said content publisher.

14. (Original) The system according to claim 8, further comprising a directory lookup service for assigning said content object to at least one rule and at least one container object.

15. (Original) The system according to claim 9, further comprising an object broker.

16. (Previously Presented) The system according to claim 8, wherein the container object applies a publication template to said content object for display.

17. (Currently Amended) A method comprising:

receiving the content provided for distribution over at least one channel to a plurality of different types of terminals;

applying rules to the original content in a first format based to prepare the content in a first way both for communication over an Internet channel to an Internet terminal and for publication by the Internet terminal connected to the Internet channel, and prepare the content in a second way both for communication over a non-Internet channel to a non-Internet terminal and for publication by the non-Internet terminal connected to the non-Internet channel, wherein the content is prepared in the first way and the second way such that the original content remains the same or substantially the same as its original form, but is formatted into at least a second format for publication over different said terminals; and

communicating the prepared content over both the Internet and non-Internet channels to the Internet and non-Internet terminal connected thereto.

18. (Previously Presented) The method according to claim 17, further comprising templating the prepared content in accordance with a publishing environment specified by a content provider.

19. (Previously Presented) The method according to claim 17, wherein the non-Internet channel is a newspaper print publication channel and the non-Internet terminal is a newspaper printer.

Claims 20 - 21. (Canceled)

22. (Previously Presented) The method according to claim 17, wherein the content includes more than one of the following:

text, graphics, image, video, or audio.

Claims 23 - 37. (Canceled)

38. (Currently Amended) A system for content publication, the original content in a first format to be published being represented by a content object specified by a content publisher, comprising:

a rule object operable on the content object to modify the content object based on a channel and/or terminal used in publishing the content, the rule object including a content publisher selected one of a plurality of distribution channel rules each specifying modifications to content objects so as to facilitate publication of the original content over one of a plurality of different distribution channels, wherein said original content remains the same or substantially the same, but is formatted into at least a second format for publication over said plurality of different channels, and further including a content publisher selected one of a plurality of terminal rules each specifying modification to content objects so as to facilitate publication of the content by one of a plurality of different terminals, wherein the plurality of distribution channels are arranged in parallel to one another; and

a container object operable to template the content object as modified by the rule object to meet a certain publishing environment specified by the content publisher;

wherein the distribution channel rules include a first distribution channel rule that is content-publisher selectable for Internet-based distribution of the content, and a second

distribution channel rule that is content-publisher selectable for non-Internet-based distribution content; and

wherein the terminal rules include a first terminal rule that is content-publisher selectable for Internet-based terminal publication of the content, and a second terminal rule that is content-publisher selectable for non-Internet-based terminal publication of the content.

39. (Previously Presented) The system of claim 38 wherein the non-Internet-based terminal publication of the second terminal rule comprises a printing terminal publication of the content.

40. (Previously Presented) The system of claim 38 wherein the non-Internet-based terminal publication of the second terminal rule comprises a video display terminal publication of the content.